

## CLAIMS

1. A method for a database search system, the method comprising:  
receiving a list of search terms associated with an advertiser on the  
database search system;  
5 determining candidate search terms based on search terms of other  
advertisers on the database search system; and  
recommending the additional search terms from among the candidate  
search terms.

10 2. The method of claim 1 wherein determining candidate search terms  
comprises:  
assigning ratings to search terms; and  
computing a correlation between the advertiser and one or more of the  
other advertisers using the assigned ratings of advertiser search  
15 terms.

20 3. The method of claim 2 further comprising:  
predicting a likelihood that a candidate search term will be relevant to the  
advertiser.

4. The method of claim 3 wherein predicting comprises:  
determining a quality metric for the candidate search terms; and  
predicting relevance of candidate search terms based on the quality metric.

25 5. A method for a database search system, the method comprising:  
maintaining a database of search listings including associated search terms;  
receiving a list of search terms associated with an advertiser;  
computing ratings for search terms; and  
recommending additional search terms to the advertiser based on the  
30 computed ratings.

6. The method of claim 5 wherein computing ratings comprises:  
assigning ratings to search terms.

5 7. The method of claim 5 wherein computing ratings comprises:  
predicting ratings for search terms.

8. The method of claim 5 wherein receiving a list of search terms  
comprises:

10 receiving a list of initial search terms from the advertiser.

9. The method of claim 5 wherein receiving a list of search terms  
comprises:

15 identifying an existing advertiser on the database search system; and  
forming the list of search terms from search terms of the existing  
advertiser.

10. The method of claim 5 wherein receiving a list of search terms  
comprises:

20 receiving a website uniform resource locator (URL); and  
spidering the website associated with the URL to extract search terms for  
the list of search terms.

11. The method of claim 10 wherein spidering the website comprises:  
25 receiving data from pages of the website;  
recording candidate search terms from the data; and  
determining a quality metric for each candidate search term.

12. The method of claim 11 further comprising:  
30 sorting the candidate search terms according to the quality metric; and

recommending only candidate search terms having a quality metric exceeding a threshold.

13. The method of claim 10 wherein spidering comprises:  
receiving data from one or more pages of the website; and  
examining text from the one or more pages for candidate search terms.

14. The method of claim 13 wherein examining text comprises:  
examining substantially all text from the one or more pages; and  
examining meta tags from the one or more pages.

15. The method of claim 13 wherein receiving a website URL comprises:  
receiving the advertiser's URL as the web site URL.

16. The method of claim 13 wherein receiving a website URL comprises:  
receiving the web site URL from the advertiser.

17. The method of claim 5 further comprising:  
receiving a search query from a user;  
searching for matching search terms in the database of search listings;  
preparing search results by formatting matching search terms according to  
advertiser bid amounts associated with the search listings; and  
communicating the search results to the user.

18. A database search system comprising:  
a database of search terms, each search term being associated with one or  
more advertisers; and  
program code configured to recommend additional search terms for an  
advertiser based on search terms in the database.

19. The database search system of claim 18 wherein the program code comprises:

collaborative filtering code configured to recommend the additional search terms based on search terms associated with other advertisers of the database search system.

20. The database search system of claim 19 wherein the collaborative filtering code comprises Pearson correlation code.

21. The database search system of claim 19 wherein the program code comprises:

a program loop to iterate the collaborative filtering code.

22. The database search system of claim 18 further comprising: code to receive accept and reject indications from the advertiser before repeating the program loop.

23. The database search system of claim 18 wherein the program code comprises:

spidering code to recommend the additional search terms.

24. The database search system of claim 18 wherein the program code comprises:

spidering code to find initially accepted search terms in a web site; and collaborative filtering code to provide the recommended additional search terms.

25. The database search system of claim 24 wherein the spidering code is configured to spider a web site of the advertiser.

26. The database search system of claim 23 wherein the spidering code is configured to spider a web site specified by the advertiser.

5 27. The database search system of claim 18 further comprising:  
filtering code to filter candidate search terms according to a quality metric to  
produce the recommended additional search terms.

10 28. The database search system of claim 15 further comprising:  
search engine program code configured to search the database in response to a  
search query from a user.

15 29. A data base operating method for a database search system storing  
advertiser search listing, the method comprising:  
spidering a specified web site to obtain an initial list of advertiser search  
terms for an advertiser;  
filtering the initial list of advertiser search terms using search terms of  
other advertisers; and  
storing in a search listing database search listings for the advertiser, the  
20 search listings formed with the filtered search terms.

30. The data base operating method of claim 29 wherein the specified  
web site comprises an advertiser specified website.

25 31. The data base operating method of claim 29 wherein the specified  
web site comprises a website specified by the database search system.

32. The data base operating method of claim 29 further comprising:  
assigning ratings to search terms; and

computing a correlation between the advertiser and one or more of the other advertisers using the assigned ratings of advertiser search terms.

5           33.     The data base operating method of claim 32 further comprising:  
predicting a likelihood that a search term will be relevant to the advertiser.

          34.     The data base operating method of claim 33 wherein predicting  
comprises:  
10           determining a quality metric for candidate search terms; and  
predicting relevance of candidate search terms based on the quality metric.

          35.     The data base operating method of claim 29 wherein spidering the  
specified web site comprises:  
15           receiving data from pages of the specified website;  
recording candidate search terms from the data; and  
determining a quality metric for each candidate search term.

          36.     The data base operating method of claim 35 further comprising:  
20           sorting the candidate search terms according to the quality metric; and  
recommending only candidate search terms having a quality metric  
exceeding a threshold.

          37.     The data base operating method of claim 29 wherein filtering  
25           comprises:  
determining a correlation between a web site of the advertiser and web sites  
of other advertisers on the database search system;  
using the correlation, determining ratings for each advertiser search term in  
the initial list of advertiser search terms; and  
30           organizing search terms of the initial list of advertiser search terms  
according to the ratings.

38. The data base operating method of claim 29 further comprising:  
presenting the organized search terms to the advertiser;  
receiving advertiser acceptance indications for the organized search terms;  
5 adjusting the list of advertiser search terms according to the acceptance  
indications; and  
filtering the adjusted list.

39. The data base operating method of claim 38 further comprising:  
10 iteratively presenting the organized search terms, receiving revised  
advertiser acceptance indications, and adjusting the list of advertiser  
search terms.

40. The data base operating method of claim 38 further comprising:  
15 receiving a search query from a user;  
searching for matching search terms in the search listing database;  
preparing search results by formatting matching search terms according to  
advertiser bid amounts associated with the matching search listings;  
and  
20 communicating the search results to the user.

41. A method for a database search system, the method comprising:  
receiving a search term of an advertiser;  
in response to the received search term, generating a list of additional  
25 related search terms; and  
receiving advertiser selected search terms from the list of additional related  
search terms.

42. The method of claim 41 wherein generating the list of additional  
30 search terms comprises:

matching one or more text strings from the received search term with a database of search terms.

43. The method of claim 38 wherein generating the list of additional search terms comprises:

matching one or more text strings from the received search term with a thesaurus.

44. The method of claim 41 further comprising:

displaying a form for entering one or more search listings for a selected search term.

45. The method of claim 42 further comprising:

entering the selected search term as a default value in each of the one or more search listings

46. A method for recommending search terms, the method comprising:

receiving information describing an advertiser; and

recommending search terms based on the advertiser's similarity to other advertisers.

47. The method of claim 46 further comprising:

assigning ratings based on the information describing the advertiser and information describing the other advertisers; and

recommending search terms based at least in part on the ratings.

48. The method of claim 46 further comprising:

predicting ratings for the advertiser and the other advertisers based on the information describing the advertiser and information describing the

other advertisers; and

recommending search terms based at least in part on the ratings.



49. The method of claim 46 further comprising:  
computing correlations for the advertiser and the other advertisers based on  
the information describing the advertiser and information describing  
the other advertisers; and  
recommending search terms based at least in part on the correlations.

50. The method of claim 49 wherein computing correlations comprises:  
computing Pearson correlations.

51. A method for recommending search terms, the method comprising:  
downloading web pages rooted at a specified uniform resource locator  
(URL); and  
recommending search terms that appear in the body text of the web pages.

52. The method of claim 51 further comprising:  
identifying an advertiser having a web site;  
specifying the advertiser's web site as the specified URL.

53. The method of claim 51 further comprising:  
receiving a web site identifier from an advertiser as the specified URL.

54. A method for recommending search terms, the method comprising:  
receiving a uniform resource locator (URL);  
downloading web pages rooted at the URL; and  
recommending search terms that appear in the web pages.

55. The method of claim 54 further comprising:  
identifying an advertiser having a web site;  
receiving the advertiser's web site as the URL.

56. A method for recommending search terms, the method comprising:  
calculating a quality metric for candidate search terms, the quality metric  
for a respective candidate search term being a function of the  
respective search term's web frequency and a function of a search  
term's search frequency; and  
recommending search terms for which the calculated quality metric  
exceeds a quality threshold

57. The method of claim 56 further comprising:  
sorting the candidate search terms according to a second metric.

58. The method of claim 56 further comprising:  
automatically calibrating the quality threshold.

59. A method for recommending search terms for a database search  
system, the method comprising:  
maintaining a database of search terms associated with advertiser listings;  
receiving information describing an advertiser; and  
recommending search terms to the advertiser.

60. The method of claim 59 further comprising:  
determining candidate search terms by collaborative filtering; and  
recommending search terms from the candidate search terms.

61. The method of claim 59 further comprising:  
downloading web pages rooted at a uniform resource locator; and  
recommending the search terms based on terms that appear in body text of  
the web pages.

62. The method of claim 59 further comprising:  
receiving a uniform resource locator (URL);

downloading web pages rooted at the URL; and  
 recommending search terms based on terms that appear in the web pages.

63. The method of claim 59 further comprising:  
 calculating a quality metric for candidate search terms, the quality metric  
 for a respective candidate search term being a function of the  
 respective search term's web frequency and a function of a search  
 term's search frequency; and  
 recommending the search terms based on search terms for which the  
 calculated quality metric exceeds a quality threshold

64/65. The method of claim 59 further comprising:  
 receiving feedback from the advertiser on the recommended search terms;  
 and  
 changing the recommended search terms based on the feedback.

65/64. The method of claim 59 further comprising:  
 receiving feedback from the advertiser on the recommended search terms;  
 and  
 changing the recommended search terms based on the feedback.